



Department of Business and Commerce

COURSE OUTLINE – Winter 2011
BA 1020 Business Communications II

3 (3-1-0) 60 Hours

INSTRUCTOR: Doris AL-Asadi **PHONE:** 780-539-2228

OFFICE: E401 Station 12 **E-MAIL:** dalasadi@gprc.ab.ca

OFFICE HOURS: Mondays & Wednesdays: 10:30 – 11:30 am
or by appointment

PREREQUISITE(S)/COREQUISITE: None

REQUIRED TEXT/RESOURCE MATERIALS:

Bovee, C., Thill, J., Scribner, J. (2010) Business Communication Essentials: Second Canadian Edition. Toronto: Pearson

Calendar Description:

This course builds upon BA1010 and covers specific forms of business and employment communication: business letters and memoranda, resumes, job application letters and interviewing, formal report writing, graphic design principles, and business meetings.

Credit/Contact Hours:

3 credit/ 60 hours; three hours of instruction and a one hour lab weekly – often used in non-traditional ways for practical considerations such as attending a formal meeting

off-campus, conducting interviews for the “job package”, or attending the annual department Business Conference.

DELIVERY MODE(S): Lecture, discussion, and writing and presentation workshop.

OBJECTIVES:

- To understand the importance of careful preparation and planning in all forms of employment communications and to demonstrate the use of a professional approach in a job competition.
- To realize the importance of conducting effective meetings and to apply the techniques to allow meetings to achieve objectives.
- To demonstrate the use of persuasive communication techniques in both oral and written formats.
- To understand and apply the techniques for composing specific forms of effective business letters and memoranda to meet the needs of both the sender and the target audience.
- To appreciate the key components of graphic design and to demonstrate basic layout and visual conventions appropriate to a business environment.
- To effectively present an analysis of a situation using a formal report format.
- To develop teamwork skills through working in groups.

TRANSFERABILITY:

UC, AU, CU, CUC, KUC

** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability.

GRADING CRITERIA:**Business Administration and Commerce Department****Grading Conversion Chart**

Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A⁺	4	95 – 100	EXCELLENT
A	4	90 - 94	
A⁻	3.7	85 - 89	FIRST CLASS STANDING
B⁺	3.3	80 - 84	
B	3	76 - 79	GOOD
B⁻	2.7	72 - 75	
C⁺	2.3	67 – 71	SATISFACTORY
C	2	64 – 66	
C⁻	1.7	60 – 63	
D⁺	1.3	55 – 59	MINIMAL PASS
D	1	50 – 54	
F	0	0 – 49	FAIL

Evaluation:

Business letters & memos	20%
Employment interviews and evaluation of same	5%
Business meeting report	15%
Resume & cover letter	15%
Quizzes	15%
Graphic Design Project	15%
Business Conference Assignment	15%

Assignments for non-graded credit: A number of learning activities will be assigned on a credit basis. These must be completed and submitted to receive a grade in the course.

STUDENT RESPONSIBILITIES:

Assignments and quizzes will sample students' knowledge of the material covered in class and the textbook. Student attendance and completion of assignments and in-class exercises will ensure successful completion of this course. Students may miss learning important concepts if they fail to attend classes. Student participation in class is encouraged as it contributes greatly in the learning process.

Students are expected to conduct themselves appropriately in class. They should aim to behave in ways that add to the learning environment, rather than detracting from it. No personal electronic devices are permitted in class. Specifics will be discussed in class.

Should a student be unable to attend a class, it is the student's responsibility to acquire the material missed and to complete the assigned readings, in-class work, and assigned homework. If a student is unable to attend an in-class test or quiz, the instructor must be advised before the test/quiz is administered. Voice mail or e-mail notification is fine. Failure to notify the instructor of an absence will result in a grade of 0.

It is expected that assignments will be handed in at the beginning of the lesson. If a student does not hand in an assignment when it is due, the procedure is as follows:

1. Advise the instructor that the assignment has not been submitted and confirm the date it will be submitted.
2. When the assignment is completed, keep a digital or hard copy of it.
3. Deliver the assignment to the Cashier's Office where it will be placed in the instructor's mailbox.
4. Confirm with the instructor the receipt of the assignment.

Assignments and projects not picked up by students will be held until the end of the first week of the following semester. At that time, any assignments not picked up will be destroyed in a secure manner.

STATEMENT ON PLAGIARISM AND CHEATING:

All sources used in the preparation of a paper which have been quoted or paraphrased must be referenced. Failure to do so is plagiarism. All papers must be the student's own work. Anything else, whether borrowed, purchased or ghostwritten, is plagiarism. Continual and extensive paraphrasing without quotation marks, even if referenced, is also plagiarism. It has no place whatsoever at any level of college work. Unintentional plagiarism is easy to commit. Some students take massive amounts of notes from research materials and forget to identify those passages they copied or paraphrased. Just remember, it is a simple matter for an instructor to recognize the difference between the writing of an average college history student and that of a published author who spent years researching a topic.

College policy with respect to plagiarism states that: "The College expects intellectual honesty from its students. Intellectual honesty demands that the contribution of others be acknowledged. To do less is to cheat. Intellectual dishonesty undermines the quality of academic activity and accordingly, the College has adopted appropriate penalties for student misconduct with respect to plagiarism and cheating. Penalties are levied according to the degree of the infraction. If you are unsure whether a particular course of action might constitute plagiarism, you are advised to consult with the instructor."

Please refer to pages 49-51 of the College calendar regarding plagiarism, cheating and the resultant penalties. These are serious issues and will be dealt with severely.

COURSE SCHEDULE TIMELINE (tentative and may be changed):

Week(s)	Topic	Required Reading
January 6 - 10	Business communication in today's workplace	Chapter 1
January 14 - 17	Business Meetings	Chapter 2
January 21 – Feb 17	Principles of Business Writing: Working with memos, email, letters, and instant messaging	Chapters 6, 7, 8, 9
February 21 - 25	Reading Week	
February 28 - March 24	Graphic Design	Handouts provided by instructor
March 28 – April 12	Business Reports & Proposals	Chapter 10 & 11
March 16	Business Conference	

Please note that this schedule is tentative and may be changed